GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1541
ANSWERED ON:27.11.2007
ADVERTISEMENT IN REGIONAL LANGUAGE NEWSPAPERS
Patel Shri Kishanbhai Vestabhai;Singh Shri Sugrib

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Directorate of Advertising and Visual Publicity (DAVP) has increased its advertisements in the regional language newspapers;

(b) if so, the details thereof, language-wise and State-wise;

(c) the details of the fresh guidelines issued by the Union Government to various departments; and

(d) the extent to which the small newspapers are likely to be benefited thereby?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a): Yes, Sir. The Directorate of Advertising and Visual Publicity(DAVP) New Advertisement Policy effective from 2nd October, 2007, provides 5% more advertisements to regional and other language newspapers, increasing their share from 30% to 35%.

(b): The DAVP New Advertisement Policy, 2007 does not provide for language-wise and State- wise allocations.

(c): The DAVP New Advertisement Policy is available on website www.davp.nic.in.

(d): The DAVP New Advertisement Policy, 2007, also provides for increase of advertisements to small newspapers by 5%, enhancing their share from 10% to 15%.